

Rent, Flaunt, Return: The Rental Fashion Wave at Indian Weddings

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A fresh trend is sweeping the elaborate festivities of Indian weddings: renting designer clothing instead of buying for keeps. Across cities and towns, fashion rental services are meeting rising demand from budget-savvy couples and guests eager to wear high-end outfits — without the lifelong storage burden.

A Shift from Ownership to Experience

Traditionally, Indian weddings have been synonymous with owning rich, embroidered attire — often worn only once amid multiple ceremonies. But the cost of designer lehengas, sherwanis and other ethnic wear has pushed millennials and Gen Z towards rentals that let them *“wear it, post it, and return it.”*

Rental platforms now offer everything from bridal lehengas to groomsman suits, allowing customers to book premium pieces for a few days at a fraction of retail prices. This model cuts the expense dramatically while still delivering the glamour expected at multi-day celebrations.

Practicality Meets Sustainability

Cost savings is only part of the story. As sustainability becomes a conscious choice for many young Indians, renting outfits helps reduce textile waste in the fashion sector — where one-time use garments often languish in wardrobes or landfills after a wedding.

Many rental services also include accessories like jewelry, complementing eco-friendly dress choices with matching pieces that would otherwise add to the expense. Services frequently provide delivery and return pickups, making the process seamless amid hectic wedding schedules.

Who’s Renting — and Who Isn’t

While guests and family members have embraced rentals enthusiastically — seeing benefits in variety and novelty, especially for serial shaadi attendees — many brides and grooms still prefer buying their own wedding outfits. Emotional and cultural significance often makes a wedding dress a lifelong keepsake rather than a borrowed garment.

Smaller towns and cities are also beginning to participate in the rental trend as more local boutiques and online marketplaces expand their offerings beyond metro hubs.

New Business Models, More Choices

The rise of rental fashion has given birth to new businesses and opportunistic expansions by existing brands. Several online and offline stores now let customers reserve outfits for specific events — from sangeet nights to receptions —

tailored to fit and aesthetic preference.

Meanwhile, influencers and social media have amplified the trend by showcasing rented ensembles that look as striking as owned couture — helping shift perceptions around once-taboo reuse of traditional wear.

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